

EXPERIENCE

PlanetRomeo

Berlin

Dating website / app
2M users
70 employees

UX designer

2014 – 2018

Created concepts, wireframes, flow charts, interactive prototypes, and advised on usability and interaction design. Worked on search, settings, filters, onboarding, profile completion, messaging and premium membership sales.

Product owner

2012 – 2014

Originated concept and spearheaded development of PlanetRomeos future web platform: a responsive single-page app. Worked closely with designers and two Scrum teams of developers to create, test and successfully release the first version of what today is planetromeo.com

QX / Qruiser

Stockholm

Magazine & online
community
100K users
10 employees

Community manager

2006 – 2009

Led support team, communication and marketing of online community Qruiser.com. Executed eye-catching promotion campaigns at nightclubs and pride festivals in Stockholm, Helsinki and Oslo.

Web designer & developer

2004 – 2010

Designed and co-programmed Qruiser.com online community and QX.se magazine from ground up, incl. editorial-, ads-, support- and payment systems.

Freelance

Chat developer

2001 – 2006

Created own unique stand-alone server software, delivering realtime web chat without any scripts or plugins. Sold and licensed to large Swedish companies.

Aftonbladet

Stockholm

Newspaper
3M daily readers
300 employees

Web developer

2001 – 2004

Network admin

1999 – 2001

Mac helpdesk

1998 – 1999

EDUCATION

Mid Sweden University

Sundsvall

Media Technology Program

1994 – 1998

Computer Science, Media & Journalism, Business Economy.

SKILLS

Interaction design
Product ownership

Prototyping
Programming

LIKES

Independent movies
Japanese streetwear

Big cities
Minimalism